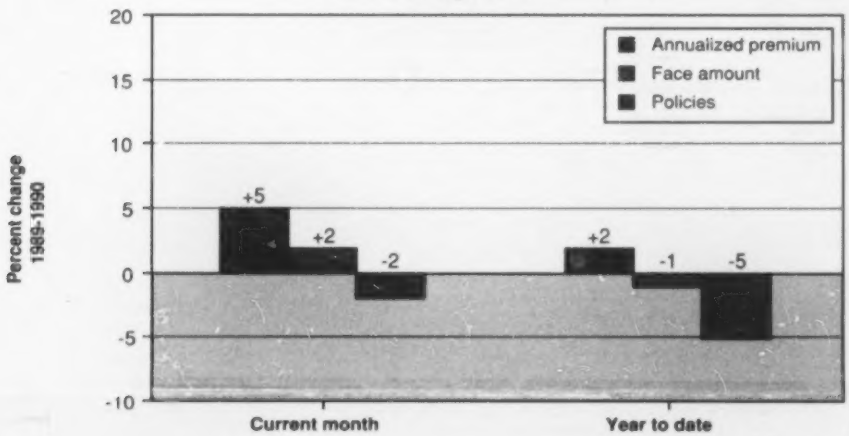
AG225-2

I/R Code 47.40
August 1990

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

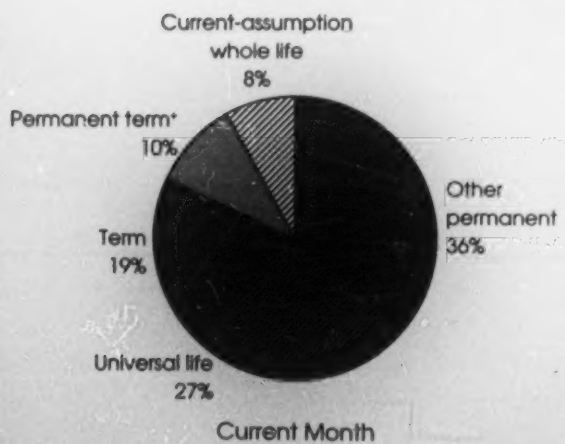
Individual Sales

36 Companies



Annualized Premium Market Share by Product

25 Companies Representing 80 Percent of August Sales



Current Month

Prior 12 Months
(August 1989 - July 1990)

* Estimate based on 17 companies

LIMRA INTERNATIONAL
Profit from our research.

Sales Comparisons with Last Year

Ratio 1990/1989

		Annualized premiums	Face amount	Number of policies
Permanent term (16 cos.)	Month	93%	94%	96%
	Year to date	109%	107%	105%
All other term (20 cos.)	Month	105%	110%	103%
	Year to date	103%	103%	99%
Universal life (18 cos.)	Month	123%	116%	125%
	Year to date	123%	125%	123%
Current-assumption whole life (10 cos.)	Month	101%	96%	96%
	Year to date	99%	97%	97%
All other permanent (20 cos.)	Month	92%	90%	88%
	Year to date	88%	86%	84%

Policy Characteristics by Product

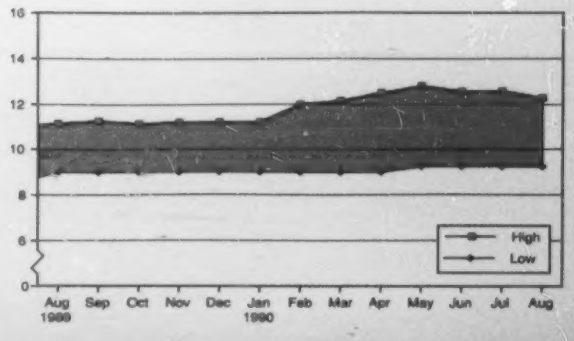
		Premium per $1,000	Average size policy	Premium per policy
Permanent term (16 cos.)	Month	$ 6.84	$ 95,423	$ 653
	Year to date	$ 7.04	$ 92,246	$ 649
	Year-to-date ratio	102%	102%	104%
All other term (20 cos.)	Month	$ 2.96	$ 189,785	$ 561
	Year to date	$ 2.98	$ 181,732	$ 541
	Year-to-date ratio	101%	103%	104%
Universal life (18 cos.)	Month	$ 9.72	$ 99,491	$ 968
	Year to date	$ 9.08	$ 99,455	$ 903
	Year-to-date ratio	99%	102%	100%
Current-assumption whole life (10 cos.)	Month	$ 8.56	$ 41,965	$ 359
	Year to date	$ 8.27	$ 41,122	$ 340
	Year-to-date ratio	101%	100%	101%
All other permanent (20 cos.)	Month	$ 11.43	$ 55,248	$ 632
	Year to date	$ 11.57	$ 53,926	$ 624
	Year-to-date ratio	102%	103%	105%

Universal Life

Interest Rates This Month

Median	11.13%
Range	9.25% - 12.25%
Range of middle 50%	10.50% - 11.50%
Number of companies reporting	15
Number of plans reported	41
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	18
Increases	4
Average increase	0.20%
Decreases	19
Average decrease	0.40%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1989 - 1990	Number of companies... Group I	Group II	Group III	All
21% or over	0	1	1	2
11% – 20%	3	2	5	10
1% – 10%	6	3	1	10
-9% – 0	0	3	1	4
-19% – -10%	1	1	4	6
-20% or under	0	3	1	4

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 34,819	$ 33,186	95%	$ 5,105,851	$ 5,009,001	98%	58,491	53,313	91%
February	42,863	41,228	96	6,510,292	5,990,300	92	74,109	66,557	90
March	47,166	49,501	105	6,793,123	7,030,006	103	78,539	78,200	100
April	45,441	44,568	98	6,672,457	6,366,520	95	77,867	70,755	91
May	49,529	49,363	100	7,331,236	7,159,949	98	84,043	78,889	94
June	52,923	53,655	101	7,666,328	7,601,835	99	84,133	81,883	97
July	42,482	47,664	112	6,136,428	6,517,980	106	66,582	67,292	101
August	40,610	42,534	105	5,826,261	5,968,815	102	62,428	61,188	98
September	42,781			6,221,668			73,445		
October	48,118			6,913,721			79,968		
November	53,030			7,476,906			83,241		
December	54,903			7,624,616			77,603		
Year total	$554,665			$80,278,887			900,449		
Year to date	$355,833	$361,699	102%	$52,041,976	$51,644,406	99%	586,192	558,077	95%

	Premium per $1,000			Average size policy			Premium per policy		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 6.82	$ 6.63	97%	$ 87,293	$ 93,955	108%	$ 595	$ 622	105%
February	6.58	6.88	105	87,848	90,003	102	578	619	107
March	6.94	7.04	101	86,494	89,898	104	601	633	105
April	6.81	7.00	103	85,690	89,980	105	584	630	108
May	6.76	6.89	102	87,232	90,760	104	589	626	106
June	6.90	7.06	102	91,122	92,838	102	629	655	104
July	6.92	7.31	106	92,163	96,861	105	638	708	111
August	6.97	7.13	102	93,328	97,549	105	651	695	107
September	6.88			84,712			582		
October	6.96			86,456			602		
November	7.09			89,822			637		
December	7.20			98,252			707		
Year total	$ 6.91			$ 89,154			$ 616		
Year to date	$ 6.84	$ 7.00	102%	$ 88,780	$ 92,540	104%	$ 607	$ 648	107%

August Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1989	1990	1989	1990	1989	1990
Group I	Month	$ 23,474	$ 25,105	$ 3,123,373	$ 3,324,295	37,572	37,386
	Year to date	$213,537	$226,509	$28,972,339	$30,634,683	359,683	360,298
Group II	Month	$ 12,883	$ 13,187	$ 1,967,666	$ 1,973,616	18,482	17,584
	Year to date	$107,813	$101,456	$17,322,158	$15,819,568	170,280	144,776
Group III	Month	$ 4,253	$ 4,242	$ 735,222	$ 670,904	6,374	6,218
	Year to date	$ 34,483	$ 33,734	$ 5,747,479	$ 5,190,155	56,229	53,003

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 36 companies plus four subsidiary companies operating in Canada. The contributors represent 77 percent of the 1988 Canadian ordinary volume sold and 81 percent of 1988 first-year collected premiums. Since no industry data are available on total annualized new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

Contact: Joy I. Hansen, Project Director
Darlene A. Schnittker
Raymond H. Hinchcliffe
Diane M. Couture
—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)†
Prudential of America†
Sun Life of Canada†

Group II
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
(includes Laurentian Life of Canada)
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Sovereign Life (Canada)†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Assumption Mutual Life
Assurance-Vie Desjardins*
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Lutheran Life of Canada
Royal Life (Canada)†
La Sauvegarde†*
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share charts.

* Assurance-Vie Desjardins and La Sauvegarde merged as of July 1, 1990, as L'Assurance-Vie Desjardins Inc. but still report separately.

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